CLAIMS

I claim:

1. An automated method for web ranking of bids, comprising the steps of:

tracking Internet user activity generated to an Online Marketing Media(OMM) and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser;

acquiring data relating to the Internet user activity;

sorting said data to remove duplicate information;

compiling a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key;

determining sufficiency of data based on specified conditions;

calculating an acceptable new maximum bid for said search term;

determining whether said maximum bid is a justified expense for the advertiser in light of profit determining factors;

determining whether to maintain, modify, or remove a bid for a search term;

retrieving information on competitor's bids;

identifying desired ranking;

22   preparing an insertion order with an appropriate bid for achieving

23   the desired ranking; and

24   automatically uploading the insertion order to the OMM.

1   2. The method of claim 1, wherein Internet user activity

2   generated to an OMM and an advertiser's website is tracked by the

3   OMM,   the   advertiser's   website,   and   a   tracking   engine.

1   3.   The method of claim 2, wherein said tracking engine

2   tracks the Internet user's activity by assigning a tracking URL

3   having a keycode embedded therein that identifies the OMM and a

4   search term which was used by the Internet user to access the

5   advertiser's listing.

1   4.   The method of claim 3, wherein said primary key

2   comprises the keycode used in the tracking URL.

5. The method according to claim 1, further comprising the steps of:

providing the advertiser's web site with content management system software displaying a plurality of web pages containing unique advertisements, each advertisement having a unique telephone number published therein;

assigning a keycode to each telephone call received at the telephone numbers published in the advertisements, the keycode identifying the telephone number uniquely associated with the advertisement;

recording data regarding receipt of each said telephone call and purchase orders resulting therefrom in said master data set.

6. The method according to claim 5, wherein said recording step is performed automatically by call center software.

7. The method of claim 1, wherein said step of acquiring data relating to Internet user activity includes sending GET requests at specified time intervals to the OMM, the tracking engine, and the advertiser's web site.

8. The method of claim 1, further comprising maintaining a database of a plurality of search terms relating to the advertiser's service or product.

9.   The method of claim 1, wherein the data set contains a designated threshold value of visits and actions taken by the user on the advertiser's website for fulfilling said specified conditions for data sufficiency.

10.   The method of claim 1, wherein said profit determining factors comprise an expected return on advertising spend (ROAS) value, a minimum acceptable return on advertising spend (ROAS) value, a maximum return on advertising spend (ROAS) value, a computational linguistics value of the search term, and the new maximum acceptable bid value.

11.   The method of claim 1, wherein said step of identifying desired ranking includes identifying the highest competitor bid which falls below the new maximum acceptable bid value.

12.   The method of claim 1, wherein the step of preparing insertion order with appropriate bid for achieving the desired ranking includes entering a bid that is a minimal value above the highest competitor bid which falls below the new maximum acceptable bid value.

1   13.   A computerized method   for managing online banner

2   advertising, comprising the steps of:

3   tracking Internet user activity generated to an OMM and an

4   advertiser's website when an Internet user clicks on a banner

5   advertisement published on an Online Marketing Media (OMM) web

6   site;;

7   acquiring data relating to the Internet user activity;

8   sorting said data to remove duplicate information;

9   compiling a master data set from said data wherein data values are

10   arranged according to time of Internet user activity and a designated

11   primary key;

12   determining sufficiency of data based on specified

13   conditions;

14   computing a return on advertising spent for the published

15   advertisement;

16   comparing the return on advertising spent to a predetermined

17   limit; and

18   automatically sending a notice of cancellation of the

19   advertisement to the OMM when the return on advertising spent is

20   less than the predetermined limit.